

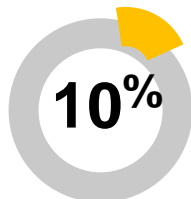
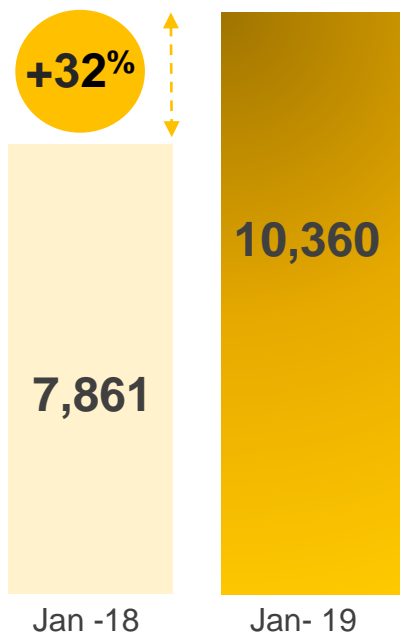
# Mobile World Investment Corporation (MWG)

## YTD JANUARY 2019 PERFORMANCE REPORT



### NET REVENUE

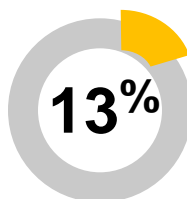
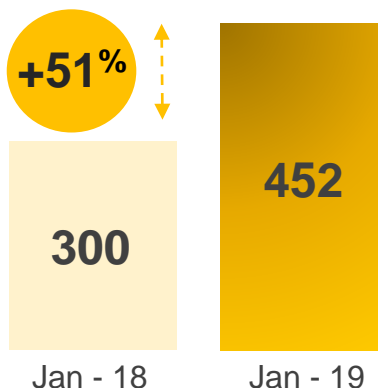
(billion in VND)



**Net Revenue target**  
(VND108,468 billion)  
**was achieved**

### NET PROFIT AFTER TAX

(billion in VND)



**NPAT target**  
(VND3,571 billion)  
**was achieved**

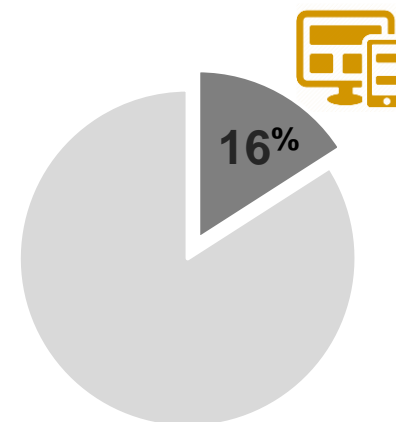


**1,650** VND billion  
**ONLINE REVENUE**  
Jan - 19



**+76%**

**Vs. ONLINE**  
**REVENUE Jan -18**



**TOTAL: 10,360 VND billion**

# Mobile World Investment Corporation (MWG)

## YTD JANUARY 2019 PERFORMANCE REPORT



### NUMBER OF STORES

**2,214**



1,029 stores



764 stores



421 stores

### REVENUE BY CHAINS



3,215 VND billion



6,507 VND billion



628 VND billion

(\*) Excluded revenue of Big Phone in Cambodia



### HIGHEST GROWTH VALUE



**+14**

STORES FROM NEW OPENING AND CONVERSION FROM TGDD STORES

UPSIZED **5**

DMX-MINI → STANDARD



**>8**

VND billion

AVERAGE MONTHLY SALES PER DMX STORE  
**IN PEAK MONTH – TET** Jan - 2019  
**& THE HIGHEST REVENUE EVER**  
 RECORDED TILL NOW



### HIGHEST GROWTH RATE



**10** PROVINCES (Out of HCMC)

Binh Duong, Binh Phuoc, Ben Tre, Can Tho, Dong Nai, Long An, Tay Ninh, Tien Giang, Tra Vinh, Vinh Long



**1.35** VND billion

AVERAGE MONTHLY SALES PER BHX STORE  
**IN PEAK MONTH – TET** Jan - 2019  
**& MORE THAN DOUBLED**  
 ITS REVENUE SAME PERIOD LAST YEAR

(\*\*) Excluded newly opened stores with less than 30 operation days



## YTD JANUARY 2019 PERFORMANCE REPORT

- MWG recorded the consolidated net revenue of VND10,360 billion (+32% y-o-y growth) and net profit after tax of VND 452 billion (+51% y-o-y growth) for January of 2019. As the result, MWG fulfilled 10% of the revenue target and 13% of the net profit target for FY2019.
- Online revenue for January this year reached VND1,650 billion, equivalent to 16% the company's net revenue. Online turnover recorded +76% y-o-y growth.
- As of the end of January, MWG operated 2,214 stores, including: 1,029 thegioididong.com (TGDD) stores, 764 Dien May Xanh (DMX) stores and 421 Bach Hoa Xanh (BHX) stores. The average monthly sales per store of 3 chains showed a positive growth in Jan-2019. The Tet Holiday season this year came early so the revenue peaked in January instead of February in 2018. In terms of value, DMX recorded the highest average monthly sales per store ever in Jan-2019 of over VND8 billion. In terms of growth rate, BHX doubled its average monthly sales per store of the same period last year.
- TGDD chain converted 5 good-performing stores to mini-DMX and opened 2 new stores. DMX chain increased by 14 stores as a result of new opening and conversion from TGDD stores, as well as upsized 5 mini-DMX to the standard-size stores. Together with the seasonality effect, the increase in store count and conversion also contributed to the positive growth of MWG in Jan-2019.
- BHX achieved the net sales of VND628 billion for January, increased 214% compared to the turnover in Jan-18. The Average Monthly Sales Per Store calculated for the stores opened before 1/1/2019 was over VND1.35 billion in the peak month.
- As of 31/01/2019, BHX had 55 provincial stores in operation and expanded its network to 10 Mekong Delta and Southeast provinces. In 421 existing stores, BHX had 38 large-size stores (up to 300sqm) in HCMC, Binh Duong, Dong Nai, Tay Ninh, Ben Tre, Long An and Can Tho province. BHX continued to close the under-performing stores and convert the remaining old-format stores, this effort is expected to complete by end of March 2019.